

YOU CAN'T HELP INHALING - BUT

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YOU CAN HELP YOUR THROAT!



***You**—and **all smokers**—**inhale**, sometimes. And inhaling increases exposure to irritation in your sensitive nose and throat. But—look! Eminent doctors compared the five leading cigarettes . . . and report that:*

IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES
AVERAGED MORE THAN THREE TIMES THAT OF THE STRIKINGLY
CONTRASTED PHILIP MORRIS — AND, WHAT'S MORE, SUCH
IRRITATION LASTED MORE THAN FIVE TIMES AS LONG! *

If you smoke PHILIP MORRIS — you have proved
protection — *even when you inhale!* Enjoyment
of the world's finest cigarette tobaccos — without
worry about smoking penalties!

Change now! PHILIP MORRIS
TASTE BETTER — AND
THEY'RE BETTER FOR YOU!

FINER PLEASURE
PLUS
REAL PROTECTION
AMERICA'S ***FINEST***
CIGARETTE!



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* Fully reported in authoritative medical journals

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